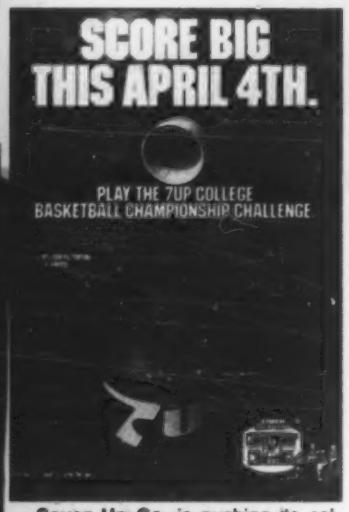


Seven-Up Co. is pushing its college basketball promotion in several national magazines.

NCAA, Coke cry foul

Non-sponsor Seven-Up ties into tournament

By PATRICK McGEEHAN

The National Collegiate Athletic Association and Coca-Cola Co. are looking to block a national promotion from Seven-Up Co. tied to the upcoming NCAA basketball tournament.

Seven-Up, which isn't one of the NCAA's eight designated corporate sponsors, this month broke print and TV advertising for the "7UP College Basketball Championship Challenge."

Grand-prize winners of the sweepstakes promotion will be decided by the score of the NCAA tourney's championship game April 4.

Print ads for the promotion carry the headline "Score big this April 4" but make no reference to the NCAA, other than a disclaimer stating the promotion "is not sponsored by nor associated in any way with the . . . NCAA and its NCAA registered trademarks."

Dave Cawood, NCAA assistant executive director, said he referred the matter to the NCAA's legal counsel after seeing an ad for the promotion.

"That promotion is not anything that has been presented to us, and it has not been approved. That looks like another step toward ambush marketing," Mr. Cawood said, referring to the practice of unofficially tying into an event after a competitor has bought exclusive sponsorship rights.

Examples of ambush marketing surfaced during the recent Winter Olympics when some marketers launched advertising that was loosely tied to the Games without paying hefty sponsorship fees.

Coca-Cola is the NCAA's official soft-drink sponsor, and the marketing giant has assigned attorneys to investigate the legality of Seven-Up's promotion, said Jack Carlin, project manager in Coca-Cola's prestige accounts department.

Sponsors pay the NCAA about $500,000 for use of its trademarks and ads on network radio broadcasts of the tournament and in tournament programs.

The only official sponsors running promotions tied to the NCAA tourney are Pizza Hut and Gillette Co., Mr. Cawood said.

Pizza Hut planned to distribute commemorative NCAA tournament cups to most of its restaurants.

Gillette planned a national free standing insert in March 13 newspa-

(Continued on Page 86)

World News Roundup

LONDON—Benckiser Group moved its $5 million-plus U.K. account to Slaymaker, Kelly & White/BJK&E from Ayer/Barker. Other BJK&E overseas agencies also have won smaller Benckiser assignments from Ayer affiliates in Italy and New Zealand.

PARIS—Canal Plus, France's subscriber TV station, reportedly is talking to the Bundespost, the West German postal authority, and the Beta Taurus group about launching a similar cable TV service in that country.

JAKARTA—TV advertising will start with a five-month trial in mid-October on Indonesia's private TV channel. A formal launch is expected later. Free commercial time will be given during the trial.

BONN, WEST GERMANY—Publicis grabbed the estimated $4 million account for the German Tax Reform. Four other agencies pitched.

MADRID—RTVE, Spain's public broadcasting corporation, is readying a piece of legislation that will allow commercial sponsorship of TV

(Continued on Page 63)

Frozen novelties plan new-products blizzard

By MARCY MAGIERA
and JULIE LIESSE ERICKSON

Delighting in three straight years of 15% sales growth, frozen novelty marketers aren't about to let up. This spring they'll stock supermarket freezer cases with new products from dietetic to decadent.

Major competitors including Carnation Co., Dole Food Co. and Eskimo Pie Corp. will introduce their first low-calorie, NutraSweet-sweetened novelties.

Others, like Mars Inc.'s DoveBar International and Pillsbury Co.'s Haagen-Dazs, will continue to pour on the chocolate or, and in the case of Steve's Homemade Ice Cream Inc., the hot fudge.

Find/SVP, a market research company, predicts the hot market for frozen treats will grow 16% this year to $2.7 billion. That growth rate will "continue right through the end of the decade," said Howard Waxman, editor of Find/SVP's *Ice Cream Reporter*. Sales are expected to hit $4.3 billion by 1991.

Lipton to roll out new fruit juice "slush"—P. 85

But the plethora of new products means more head-

(Continued on Page 85)

Politicos resort to 'ambush' ads on TV

By STEVEN W. COLFORD

Some wildly successful "ambush" commercials are being credited with cutting short an expected media-buying bonanza in the run-up to Super Tuesday.

Ambush spots are last-minute purchases of TV time to attack an opponent's presidential candidacy, leaving no time for a response.

Campaign '88

Last-minute ambush spots by Vice President George Bush in New Hampshire and Rep. Richard Gephardt (D., Mo.) in South Dakota are widely credited with helping those candidates win important victories in those states.

"The political tactics of 1988 have become waiting to make your buys and taking your chances late because of what happened in South Dakota and New Hampshire," said Dan Payne, chief media adviser to Massachusetts Gov. Michael Dukakis.

"It's become like poker; you wait for the other guy to show his hand—don't spend too much too soon—because you're conscious of last-minute attack ads."

On Super Tuesday, the 20-state primary

(Continued on Page 82)

Matches made in heaven

Some agencies, clients stay wed for decades

By JENNIFER PENDLETON

In the mid-1970s, Mattel teetered near bankruptcy. Unable to pay its advertising bills from TV stations and magazines, longtime Mattel agency Ogilvy & Mather took the unusual step of handling those obligations for its client.

O&M had little hope of getting its money back any time soon, but the agency decided to play the odds, believing the toy marketer would eventually make good its debts and that the relationship would endure.

The gamble paid off.

Mattel is still around and it's still with Ogilvy & Mather after 33 years.

Executives at O&M in New York confirmed the story, relayed by a former executive with the agency, though they declined to discuss it further. But such tales often are associated with long-term agency/client relationships.

"There are probably stories like that one connected with every agency/client relationship of considerable length," said the former O&M executive. "Situations like that go a long way to cement a relationship."

Despite relentless change in the marketplace and, in some cases, dramatic corporate management upheaval, many agency/client relationships have endured. They've continued through a period in business history when trust between companies and agencies, in general, has deteriorated—a development many people attribute to the wave of takeovers and mergers.

Illustration by Brian Berley

Generally speaking, when a company signs a contract with an ad agency, it's like a wedding. Flush with expectations, both parties hope their marriage will last forever. It often doesn't.

The American Association of Advertising Agencies says the average length of an agency/client relationship is 7.2 years. Headlines concerning the breakups of advertisers and the agencies that serve them are a staple of the business media.

But, remarkably, some relationships actually do last—in many cases a long time.

Unilever has had an uninterrupted union with J. Walter Thompson Co. for 85 years. AT&T has worked with N W Ayer for 80 years, the first 75 without a written contract. Sunkist Growers, the marketing cooperative that first brought a brand name to grocery produce departments, has been with Foote, Cone & Belding (and forerunner Lord & Thomas) for a similar eight-decade stretch.

(Like FCB, many of the

(Continued on Page 74)

PLAY BALL!

With opening day three weeks away, ADVERTISING AGE contacted the Major League Baseball teams and asked them to unveil their marketing line-ups.

Stats were current in early February.

DETROIT TIGERS
1987 Record: 98-64
Theme: The baddest cats in town
Budget: not disclosed
Agency: Baker, Abbs, Cunningham & Klepinger
Media: print; minor TV, radio
Sponsors: still negotiating at press time
Stadium capacity: 52,806
Season tickets sold: 10,000

TORONTO BLUE JAYS
1987 Record: 96-66
Theme: Join the Jays
Budget: $1.1 million
Agency: J. Walter Thompson Co.
Media: TV, newspaper
Sponsors: American Home Products Corp. (Chef Boy-ar-dee), Binney & Smith (Crayola), Bittner's, Continental Baking Co. (Hostess), Canadian Imperial Bank of Commerce, Coca-Cola Co., John Labatt Breweries of Canada, Mr. Submarine, Panasonic, Quaker Oats Co., Super Dominion, *Toronto Sun*
Stadium capacity: 44,000
Season tickets sold: 15,000

ST. LOUIS CARDINALS
1987 Record: 95-67
Theme: Spirit of St. Louis
Budget: not disclosed
Agency: Koplar Creative
Media: TV, radio, outdoor, newspaper
Sponsors: Anheuser-Busch Cos., Hardee's Food Systems, Heartland Dairies, KMOX-AM, Lever Bros. Co. (Surf), Pasta House restaurants, Quaker Oats Co. (Gatorade), Six Flags Corp., *Sporting News*, *St. Louis Post-Dispatch*
Stadium capacity: 54,000
Season tickets sold: 18,000

NEW YORK METS
1987 Record: 92-70
Theme: Let's go for it again
Budget: $500,000
Agency: Della Femina, Travisano & Partners, NY
Media: transit, newspaper, radio
Sponsors: Anheuser-Busch Cos., Charles Chips, Manufacturers Hanover Trust, Metropolitan Life Insurance, *New York Daily News*, *Newsday*, Quaker Oats Co. (Gatorade), Royal Crown Cola Co. (RC Cola)
Stadium capacity: 52,000
Season tickets sold: 22,000

MILWAUKEE BREWERS
1987 Record: 91-70
Theme: Be a believer: Join the team in the stands
Budget: $200,000
Agency: in-house
Media: print, radio
Sponsors: Burger King Corp., G. Heileman Brewing Co. (Old Style), General Foods Corp. (Kool-Aid), Haircuts, Hardee's Food Systems, Henri's Food Products Co., Miller Brewing Co. (Lite), Pepsi-Cola Co., Stadia Athletic Shoes
Stadium capacity: 53,000
Season tickets sold: 4,100

MONTREAL EXPOS
1987 Record: 91-71
Theme: Come see the Expos, you're in for a good time
Budget: not disclosed
Agency: Publicite Martin
Media: TV, newspaper, magazine, radio
Sponsors: American Home Products Corp. (Chef Boy-ar-dee), Binney & Smith (Crayola), Coca-Cola Co., Continental Baking Co. (Hostess), CKAC-AM, Eastman Kodak Co., Kentucky Fried Chicken, Petro-Canada, Joseph E. Seagram & Sons (Seagram's Coolers)
Stadium capacity: 59,119
Season tickets sold: 8,000

SAN FRANCISCO GIANTS
1987 Record: 90-72
Theme: Hmmm, baby, let's do it again
Budget: $850,000
Agency: John Crawford Creative; Freeman Marketing; Barrington Media Services
Media: radio
Sponsors: American Airlines, Anheuser-Busch, Baskin-Robbins Ice Cream, Chevron, Goodyear Tire & Rubber, Miller Brewing, Northern California Pontiac Dealers, Procter & Gamble (Peptol-Bismol), Ralston Purina (Purina Dog Chow), Sunkist Growers, United Airlines, USAir Group
Stadium capacity: 58,000
Season tickets sold: 12,300

NEW YORK YANKEES
1987 Record: 89-73
Theme: The power and the pride. The 1988 Yankees
Budget: not disclosed
Agency: in-house
Media: TV, radio, outdoor
Sponsors: Citibank, Goodyear Tire & Rubber Co., Kinney Shoe Corp., Pepsi-Cola Co.
Stadium capacity: 55,000
Season tickets sold: not disclosed

MINNESOTA TWINS
1987 Record: 85-77
Theme: The rally continues
Budget: $750,000
Agency: Mona, Meyer & McGrath Public Relations; Campbell-Mithun
Media: TV, radio, transit; minor newspaper, magazine
Sponsors: American Dairy Association, Ashland Oil (SuperAmerica division), Coca-Cola Co., General Mills, G. Heileman Brewing Co., International Dairy Queen, Jostens, Lever Bros. Co. (Surf), McDonald's Corp., Miller Brewing Co., National Kidney Foundation, Schweigert Meats, Scott Paper Co.
Stadium capacity: 55,244
Season tickets sold: 8,000

CINCINNATI REDS
1987 Record: 84-78
Theme: Reaching for the top
Budget: not disclosed
Agency: in-house
Media: TV, radio, newspaper
Sponsors: Biggs Grocery Co., Borden Inc., Frisch's Restaurants (Big Boy), General Foods Corp. (Maxwell House), Haircuts Inc., Hudepohl/Schoenling Brewery, Kahn's Meats, Kroger Grocery Co., Lever Brothers Co. (Surf), Procter & Gamble Co. (Oxydol), Quaker Oats Co. (Gatorade), Snapper Power Equipment
Stadium capacity: 55,000
Season tickets sold: 15,000

KANSAS CITY ROYALS
1987 Record: 83-79
Theme: Royals baseball: A major league attraction
Budget: not disclosed
Agency: in-house
Media: TV, radio, print, outdoor
Sponsors: Coca-Cola Co., H.D. Lee Co., International Dairy Queen, Jones Store Co., Lever Bros. Co. (Surf), Miller Brewing Co., Quaker Oats Co. (Gatorade), U.S. Forest Service, WDAF-TV
Stadium capacity: 42,500
Season tickets sold: 14,000

OAKLAND ATHLETICS
1987 Record: 81-81
Theme: A's baseball land: A different kind of place
Budget: $600,000
Agency: in-house
Media: TV, print, outdoor, radio
Sponsors: Alameda Group of Newspapers, Anheuser-Busch, Baskin-Robbins, Binney & Smith (Crayola), California Egg Commission, Coca-Cola Co., Lever Bros. (Surf), Thomas J. Lipton, Lucky, Mothers Cookies, Quaker Oats (Gatorade), RJR Nabisco, Safeway, *San Jose Mercury News*, Sports Specialties, Unocal, U.S. Forest Service, Wells Fargo Bank
Stadium capacity: 48,219
Season tickets sold: 5,200

PHILADELPHIA PHILLIES
1987 Record: 80-82
Theme: Get the feeling
Budget: $400,000
Agency: in-house
Media: TV, radio, outdoor
Sponsors: Anheuser-Busch Cos., Bell of Pennsylvania (Yellow Pages), Blue Cross & Blue Shield Associations, Coca-Cola Co., Dodge Dealers Association, Donnelley Directory, Herr's Potato Chips, MAB Paints, Mellon Bank, Merit Oil Co., Mr. Goodbuys, Quaker Oats Co. (Gatorade), Showboat Casino, Tasty Baking Co. (Tastykake)
Stadium capacity: 64,500
Season tickets sold: 15,000

PITTSBURGH PIRATES
1987 Record: 80-82
Theme: Hardball '88: It's waiting for you
Budget: $300,000
Agency: Ketchum Communications
Media: TV, radio, outdoor
Sponsors: Burger King Corp., Campbell Soup Co., Coca-Cola Co., Giant Food, Hills Department Store, J.C. Penney Co., Long John Silver's, MAC, Wendy's International
Stadium capacity: 58,000
Season tickets sold: 9,000

BOSTON RED SOX
1987 Record: 78-84
Theme: The fun has just begun
Budget: not disclosed
Agency: Fenway Advertising
Media: TV, newspaper, radio, cable, magazine
Sponsors: Anderson Little, Beatrice Cos. (Tropicana), Coca-Cola Co., Gillette Co., Lever Bros. Co. (Surf), Miller Brewing Co., Philip Morris Cos. (Marlboro), Polaroid Corp., Sharp Electronics Corp., Thom McAn Shoe Co.
Stadium capacity: 33,565
Season tickets sold: 15,000

SEATTLE MARINERS
1987 Record: 78-84
Theme: Playing for keeps
Budget: $650,000
Agency: Ehrig & Associates
Media: radio, transit; minor TV, print
Sponsors: Campbell Soup, Coors, Crescent Foods, Holland America Lines, KIRO-AM, Lever Bros., Miller Brewing, Mother's Cookies, Nalley's Fine Foods, Northwest Bell, Ortho Products, Oscar Mayer, Pacific First Federal, Pacific Rainier Bank, Safeco Insurance, Seafirst Bank, *Seattle Post-Intelligencer*, *Seattle Times*, Tillamook Cheese, Thriftway, Unocal, U.S. Forest Service, Washington Natural Gas.
Stadium capacity: 59,438
Season tickets sold: 4,200

CHICAGO WHITE SOX
1987 Record: 77-85
Theme: Anything can happen
Budget: not disclosed
Agency: Weber, Cohn & Reilly; San Jose & Associates (Hispanic)
Media: TV, radio, newspaper, outdoor
Sponsors: Ask Mr. Foster, Burger King, Classic Sounds & Video, Coca-Cola Co., Drumstick Co., Eastman Kodak, G. Heileman Brewing, Henry Kay Jewelers, J.C. Penney, Lever Bros., MCI Communications, Miller Brewing, Polaroid, Quaker Oats Co., Snapper Power Equip., Speedway Gasoline, Sportsvision, *Sun-Times*, *Tribune*
Stadium capacity: 43,931
Season tickets sold: 6,300

CHICAGO CUBS
1987 Record: 76-85
Theme: Cubs baseball: Experience something special
Budget: not disclosed
Agency: J. Herman Sitrick Co. (media buyer)
Media: TV, radio, newspaper
Sponsors: AAA Chicago Motor Club, Beatrice, David Berg Hot Dogs, Burger King, Chemin's Shoes, Dairy Queen, Bob Evans Restaurants, Kodak, Fannie Mae Candy, G. Heileman Brewing, Kellogg Co., Marathon Oil, Miller, Pepsi-Cola Co., Polaroid, Quaker, Toyota, *Tribune*, True Value, Unocal, Venture Foods, Wyler Foods
Stadium capacity: 37,700
Season tickets sold: 13,200

HOUSTON ASTROS
1987 Record: 76-86
Theme: Let's make some noise
Budget: $1 million
Agency: in-house; Fogarty & Klein
Media: radio, newspaper; minor TV
Sponsors: Anheuser-Busch Cos., Coca-Cola Co., Kroger Co., M&M/Mars, Stop-N-Go Foods
Stadium capacity: 45,000
Season tickets sold: 8,190

CALIFORNIA ANGELS
1987 Record: 75-87
Theme: Good vibrations
Budget: not disclosed
Agency: Equils Advertising
Media: TV, radio, newspaper; minor magazine, direct mail
Sponsors: ARA Leisure Services, California Egg Commission, Carnation Co. (dairies), KNBC-AM, KTLA-TV, Merrill Lynch, Oscar Mayer Food Corp., Polaroid Corp., Quaker Oats Co. (Gatorade), Sheraton Corp., Sitmar Cruise Lines, Thrifty Drug Stores
Stadium capacity: 64,573
Season tickets sold: 18,500

TEXAS RANGERS
1987 Record: 75-87
Theme: No official theme
Budget: not disclosed
Agency: in-house
Media: Newspaper, radio, outdoor
Sponsors: Affiliated Food Stores, Anheuser-Busch Cos., Budget Rent-A-Car Corp., Coca-Cola Co., Decker Foods, Dr Pepper, GTE Corp., HSE, Miller Brewing Co. (Lite), Quaker Oats Co. (Gatorade), True Value Hardware Stores, Winn-Dixie Stores
Stadium capacity: 43,506
Season tickets sold: 8,000

LOS ANGELES DODGERS
1987 Record: 73-89
Theme: Dodger baseball: The best buy in town
Budget: $1 million
Agency: in-house
Media: TV, radio, newspaper
Sponsors: Anheuser-Busch Cos., Clougherty Packing Co. (Farmer John), Coca-Cola Co., Nissan Motor Corp., Unocal Corp.
Stadium capacity: 56,000
Season tickets sold: 27,000

ATLANTA BRAVES
1987 Record: 69-92
Theme: One crazy summer
Budget: $750,000
Agency: RET Advertising
Media: telemarketing
Sponsors: Amoco Oil Co., Anheuser-Busch Cos., C&S, Coca-Cola Co., Delta Air Lines, Goody's Headache Powders, Oscar Mayer Food Corp., Sherwin-Williams Co.
Stadium capacity: 54,001
Season tickets sold: 8,000

BALTIMORE ORIOLES
1987 Record: 67-95
Theme: Orioles '88: You gotta be there
Budget: $500,000
Agency: VanSant Dugdale
Media: TV, radio, direct mail
Sponsors: Anheuser-Busch Cos., *Baltimore Sun*, Burger King Corp., Care First, Coca-Cola Co., Esskey (hot dogs), French Bray, Frito-Lay (Lay's, Ruffles), Home Team Sports, Lever Brothers Co. (Surf), Quaker Oats Co. (Gatorade), Toyota Motor Sales Corp., WBAL-AM, WMAR-TV
Stadium capacity: 54,002
Season tickets sold: 12,000

SAN DIEGO PADRES
1987 Record: 65-97
Theme: A season of celebration
Budget: $650,000
Agency: Franklin & Associates
Media: TV, radio, newspaper, magazine
Sponsors: Anheuser-Busch Cos., Chevron Corp., Clougherty Packing Co. (Farmer John), Coca-Cola Co., Continental Baking Co. (Wonder Bread), Food Basket, Foodmaker Inc. (Jack In The Box), Great American Savings Bank, Home Federal Savings & Loan, Mitsubishi (TV), NEC Electronics Inc., Philip Morris Cos. (Marlboro), Swiss Dairies, Unocal Corp., Video Library
Stadium capacity: 58,500
Season tickets sold: 11,800

CLEVELAND INDIANS
1987 Record: 61-101
Theme: Indians baseball: It's better to be there
Budget: $600,000
Agency: in-house; Marcus Advertising
Media: radio; minor TV, print
Sponsors: Marathon Oil Co., Miller Brewing Co., Pizza Hut, Security Federal Savings & Loan Co.
Stadium capacity: 75,139
Season tickets sold: not disclosed

OTHER SEASON HIGHLIGHTS

- Major League Baseball 1988 sponsors—not listed above—are Equitable Life Assurance Society of the U.S., Fuji Photo Film USA, General Motors Corp. Chevrolet division, IBM Corp., Leaf Inc., Rawlings Sporting Goods and *USA Today*. A deal with Walt Disney Productions was imminent at press time.
- The Angels, A's, Astros, Cubs, Dodgers, Giants, Mets, White Sox and possibly the Yankees will feature Hispanic promotions and/or Spanish-language broadcasts. The Dodgers and A's are promoting in their local Asian communities. The Expos are broadcasting in French.

Why some ad partnerships last

(Continued from Page 3)

longest relationships go back to predecessor shops or agencies absorbed in mergers. Mattel's 33 years with O&M began with Los Angeles agency Carson/Roberts, which Ogilvy bought in 1968.)

"Almost without exception, the big agencies have built their businesses on the long-term core clients," explained Roy Bostock, president of D'Arcy Masius Benton & Bowles' domestic operations.

One long association ended this month, as Scott Paper Co. dropped JWT after 61 years because its marketing strategy no longer includes much media advertising. But ADVERTISING AGE estimates there are as many as 60 relationships between advertiser and agency in the U.S. that have lasted more than 30 years. What makes these unions different?

Common threads emerged from interviews with numerous executives from major advertisers and agencies.

Which marketers are faithful?

Predictably, such long-lasting relationships occur most often among large consumer-products companies, particularly those in the upper ranks of the 100 Leading National Advertisers. Those with the most stable agency rosters are marketers of package goods—such as food, household and personal-care products—and automobiles.

Companies in which marketing is a primary emphasis seem to enter into agency relationships with a stronger level of commitment than others. It's the difference between a couple getting married on a whim at a Las Vegas wedding chapel and a long-contemplated church wedding.

"We go into agency relationships with the expectation and hope it will be long term. As long as something doesn't happen to dislodge confidence, we expect it to last," said Kim Armstrong, director of consumer advertising at AT&T Communications. Ayer has managed to retain its business despite a tough agency review in the late 1960s, and recently it has had to grapple with the challenges of divestiture.

Perennial U.S. ad-spending leader Procter & Gamble Co. has several long-term agency relationships: 67 years with Saatchi & Saatchi DFS Compton and 47 years with DMB&B, to name two. "There has to be a willingness by both parties to make it work. It's like a marriage," said Edward Wax, president-ceo, Saatchi & Saatchi DFS Compton.

Analogies to marriage and family abound when discussing agency/client relationships. Said Steve Dammers, senior VP-management supervisor on the Fruit of the Loom account at Grey Advertising: "We have a sense of partnership. Like any good partnership or marriage, we have to be adaptable. We've had to change over time."

Fruit of the Loom and Grey have been together 37 years.

Executives sound like Leo Buscaglia on the sociology of love when queried on this subject. Conversations move to talk of trust, the dynamics of partnership and sustaining interest in each other throughout the years.

Levi Strauss & Co. has worked with FCB for 57 years, through periods of profit declines and dramatic shifts from private to public to private status.

"When you've been involved with each other that long, it goes beyond the big-client thing," said Steve Goldstein, director of consumer marketing at the San Francisco jeans marketer. "It almost becomes a family. When FCB goes out of its way for us, and vice versa, it's done out of a sense of loyalty and history."

Those comments have the ring of a press release, but Levi executives insist it's not just hype. "Pick a married couple and ask them why they've stayed together, and they're going to get into the syrup real quick. But that's the facts," Mr. Goldstein said.

Management stability is key

Such long-term relationships occur with greater frequency among companies and agencies with stable management. For example, still in San Francisco, McCann-Erickson Exec VP-General Manager Jack Tormey has worked continuously on Del Monte Corp.—a 70-year McCann client—since he arrived at the agency in 1964.

Before Mr. Tormey's involvement, Moore Achenbaum worked as an account director on Del Monte from 1917 to 1947, and Fred McCray was on the account for a 26-year stretch, from 1921 to 1947. Del Monte President Ewan Macdonald was a management supervisor on the company's business at McCann before moving over to the client as senior VP-marketing.

On the P&G business at DMB&B, there has been a direct line of succession to the top. Onetime chairman (of the former Benton & Bowles) Atherton Hobler started at the agency on P&G. He was followed by Bob Lusk and Victor Bloede, both of whom eventually held the title of chairman.

John S. Bowen, currently the agency's chairman-ceo, began his career at the agency as an account exec on P&G in 1959. Before starting in the agency business, he worked as a salesman at P&G.

At Leo Burnett Co., consistency is as pervasive as the "Reach for the stars" motto. Essentially conservative, the agency has chosen to grow by servicing a limited number of big-spending clients rather than constantly pursuing new business.

At least half its clients have been on the roster 20 years or more. Similarly, many of the ad concepts it created—Tony the Tiger and Snap, Crackle & Pop for Kellogg Co. and the Marlboro Man for Philip Morris Cos.—have lasted decades.

Talk of familylike relationships is sometimes more than just talk. Peter Husting, Burnett exec VP-director of human resources, international, spent 24 years on the P&G business, and his father, Charles O. Husting, served as an account supervisor on P&G until his death in 1957.

At Sunkist, which has had an 80-year term with FCB, it's a similar story. Sunkist was the first account that FCB Chairman-CEO Norman Brown worked on when he joined the agency. Not insignificant is that Russell Hanlin, now Sunkist president-ceo, was international advertising manager at the time. As both executives have moved up the ladder, they kept up close ties.

There are other long-term employees on both sides. Sunkist Marketing Services Director Ray Cole worked on the account at FCB in the 1960s and early 1970s before joining the produce-marketing cooperative. Lou Scott, a former chairman of the executive committee of FCB, early in his career had stints as both a copywriter and account exec on Sunkist.

During the time of his involvement on the business, Mr. Scott took the unusual step of actually becoming a citrus grower himself—and a member of the co-op. Now retired, Mr. Scott also sold the 155-acre farm in Lindsay, Calif. "It proved a good investment," he said.

Stability in Motown

Nowhere are long-term relationships more the norm than in Detroit. With few exceptions, all the major U.S. automakers have been with their agencies for decades: Chevrolet at Lintas:Campbell-Ewald for 67 years; Pontiac with DMB&B for 53 years; Oldsmobile with Burnett for 53 years; Cadillac with DMB&B for 52 years; Ford with J. Walter Thompson Co. for 44 years; and Buick with McCann for 30 years.

Executives who work at the agencies that serve these mammoth auto accounts insist they stay put because of the complexity of the business.

In addition to devising strategy and creating ads, an agency serving an auto account must develop programs for a vast network of dealers, involving collateral and catalogs, plus manage trade shows. "We make ourselves indispensable," said Ron Monchak, managing director at DMB&B in Bloomfield Hills, Mich.

Richard O'Connor, chairman of Lintas:Campbell-Ewald, said, "Agencies with automotive clients do a lot more than agencies in the package-goods business. There are so many [people] dedicated to the business we feel part of a family. It's hard to tell where the company and the agency leave off."

It was hard at one time to distinguish Campbell-Ewald from Chevy, because its offices were in the General Motors building. Now the agency is across the street.

Although agency executives in Detroit stress the value of long relationships, cynics say that reflects the "don't rock the boat" attitude that characterizes business in the Motor City. Inertia, they say, is a big factor.

"Auto companies are more change-resistant than other companies," admitted Jay Qualman, Buick's general director of advertising.

Almost without exception, advertisers that have kept long relationships with their agencies emphasize that they trust their agencies. This is no small matter in today's environment, in which ad agencies are increasingly looked upon as suppliers rather than business partners.

One way to build trust: The agency must keep its mouth shut.

"We put a high dividend on confidentiality," said Bruce Wilson, director of marketing communications and support services for U.S. and Canadian consumer products at Eastman Kodak Co. "Our guys [at JWT] don't talk. You don't hear about new products in the press before they're introduced."

Kodak has had a non-stop 56-year relationship with JWT.

Despite JWT's and Kodak's sizes, Mr. Wilson maintained the ad business is "still a very small business. . . . You don't have an assembly line of 10,000 doing the work. At best, there are a dozen key people at the agency and six to eight at the company."

Because of that, Mr. Wilson said, "You develop a sense of teamwork."

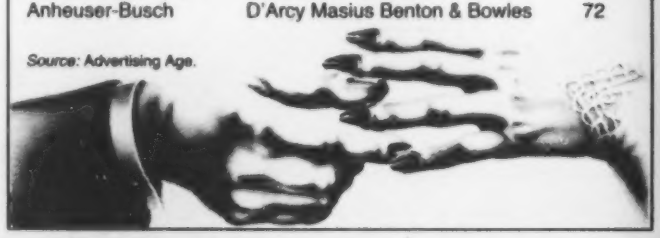
Some suggest that companies, particularly those that have made capricious account changes in the past, are starting to realize that switching agencies isn't always the right answer to their problems. Sometimes, it's better to stick it out and solve whatever problems exist.

"So many companies seem to jump around from one agency to another," said Ralph Nunn, a recently retired VP-marketing at Maytag Co. "We've never seen any reason to do that. It's very disruptive." Maytag has been with Burnett for 33 years.#

Longest-lasting marriages

Company	Agency	Years together
Unilever	J. Walter Thompson Co.	85
AT&T	N W Ayer	80
Sunkist Growers	Foote, Cone & Belding	80
Exxon Co.	McCann-Erickson	77
Hammermill Paper	BBDO Worldwide	75
Anheuser-Busch	D'Arcy Masius Benton & Bowles	72

Source: Advertising Age.



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See Pages 39-40

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March 21, 1988

NEWSPAPER

02019094 9 AA00 8812 COMP C32
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Breakaway! LGFE execs leave WPP

By JON LAFAYETTE and GARY LEVIN

NEW YORK—Six top executives of Lord, Geller, Federico, Einstein resigned *en masse* from the WPP Group unit to start a new agency partially bankrolled by Young & Rubicam.

The new agency, Lord, Einstein, O'Neill & Partners, opens its doors with no clients—although that's not expected to last long.

R. Lord

A. Einstein

The defections are a blow to WPP, which had been trying to incorporate LGFE into a second world-wide agency network (AA, Dec. 21, *et seq.*). Unlike WPP's flagship agency, J. Walter Thompson Co., Lord Geller was considered to be better managed, with higher profit margins.

"It's clearly a big blemish on [WPP's] record," said Greg Ostroff, analyst at Goldman, Sachs & Co. "To date, the acquisition trail has been very successful. But this kind of says that 'friendly takeovers don't work.' "

The six executives leaving are Richard Lord, chairman-ceo; Arthur Einstein Jr., president; Kevin O'Neill, exec VP-creative director; Edward Yaconetti, vice chairman; C. Ray Freeman; exec VP-general manager; and Lewis Eichenholtz, senior VP-chief financial officer and director of agency operations.

Lord Geller, a $245 million agency, was picked up by WPP last June with the takeover of JWT Group. JWT Group bought the shop in 1974.

Mr. Einstein said he and his partners sent resignation letters to WPP Group Chairman Martin Sorrell early March 18.

"I don't think he was surprised," Mr. Einstein said. "It was clear to him for a time it was going to happen."

(Continued on Page 84)

Last Minute News

BK gets new marketing chief

MIAMI—Burger King Exec VP-Marketing R.J. Trutz, who oversaw last year's selection of N W Ayer to succeed J. Walter Thompson USA as national agency, has stepped down "to pursue other opportunities in the BK system." Succeeding him is Anthony Lavely, 45, formerly president of Pillsbury's Quik Wok chain.

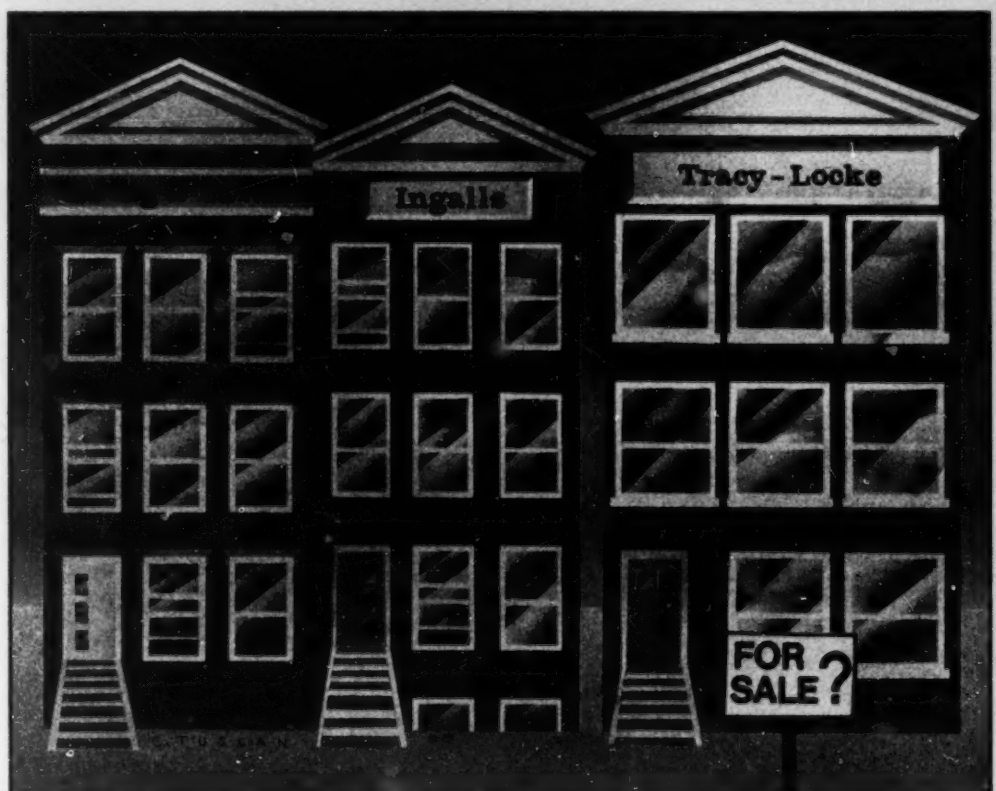
Seagram picks 3 new spokesmen

NEW YORK—Jos. E. Seagram & Sons has signed three new celebrities to replace "Moonlighting" actor Bruce Willis in a $30 million-plus ad campaign for Seagram coolers. Sources said Seagram signed Woody Harrelson, the bartender on the NBC comedy "Cheers"; actor-comedian Steve Guttenberg of "Police Academy" and "Three Men & a Baby"; and actress Anne Archer, who played the wife in "Fatal Attraction." Mr. Willis, said to have been paid $4 million during two years, is credited with helping build Sea-

(Continued on Page 8)

Inside:

Jimmy Connors wins—in ads. P. 12
Thus spake Maurice Saatchi. P. 18
Getting to know J.D. Power. P. 24
Eleanor: Not just Mondale's kid. P. 72



Omnicom probes new agency moves

By GARY LEVIN

NEW YORK—Omnicom Group may consider selling three of its smaller general agencies as part of a long-term strategy for its Diversified Agency Services unit.

Allen Rosenshine, president-ceo of the holding company for BBDO Worldwide, DDB Needham Worldwide and DAS, a grab bag of agencies making up Omnicom's third leg, said he had no immediate plans to sell the three but acknowledged that conflicts with BBDO and DDB Needham have stifled some of the smaller agencies' growth.

The three agencies are Ingalls, Quinn & Johnson, Boston; Tracy-Locke, Dallas; and Waring & LaRosa, New York. Together, they represent roughly $500 million in annual billings, or nearly a third of DAS' total volume of $1.7 billion.

The remainder comes from specialty agencies in direct marketing, healthcare, public relations and other areas.

"There are situations where DAS agencies are unable to accept and pitch business, and that must be considered in terms of their long-term future," Mr. Rosenshine said.

For example, DDB Needham's Anheuser-Busch business precludes any Omnicom shop from pitching for a rival beer account, while BBDO's Pepsi-Cola Co. account prevents a related shop from going after any soft drink.

The agencies "can be rationalized but not necessarily as a general-agency alternative," Mr. Ros-

(Continued on Page 82)

D'Arcy gets GF plum

By VERNE GAY

General Foods Corp. has consolidated its entire $250 million network TV buying assignment at D'Arcy Masius Benton & Bowles in one of the largest media-buying shake-ups of recent years.

The big loser is Young & Rubicam, which for more than 25 years has handled GF's network TV buying of daytime programming.

Although GF's daytime budget has shrunk considerably in recent years, the switch adds another $35 million to $50 million in net spending at New York-based DMB&B.

However, one source said the budget wasn't even $30 million and that it had declined by more than $70 million within the past 10 years.

DMB&B already handles network prime time, fringe and syndication buying for GF.

The shift diminishes Y&R's claim as the pre-eminent buyer of daytime network TV. In past years, Y&R has purchased as much as 25% of all commercial time on the Big 3 nets' daytime schedules.

The agency's other huge daytime client is Johnson & Johnson.

The move also consolidates DMB&B's position as one of the biggest buyers of network TV. Leo

(Continued on Page 84)

BEST AVAILABLE COPY

Direct mailers wage postal-rate war

By JANET MEYERS

WASHINGTON—Direct marketers, outraged by hefty postal rate hikes expected next month, are waging a revolt against the national postal system.

The Third Class Mail Association is leading the way. Last week it petitioned Postmaster General Anthony Frank to allow private carriers to deliver advertising mail.

Legally, only the U.S. Postal Service is allowed to deliver addressed letter mail.

Also, the Direct Marketing Association decided at its spring conference here last week to create a special task force to investigate alternate delivery methods.

"Uppermost in our minds are the new postal rates," said Jonah Gitlitz, DMA president, in his opening remarks at the conference.

"I want to remind the postal service that, for a sanctioned monopoly, we expect it to operate efficiently and effectively," he said, "and if not, we must be given the opportunity to use alternative sources."

The DMA committee intends to test the limits of the USPS delivery monopoly, Mr. Gitlitz said.

Adding further pressure to the USPS was a report released late last week by a presidential commission on privatization.

The presidential commission proposed repealing the laws that make the USPS a monopoly.

Direct mailers are boiling because, starting next month, they will have to pay an average of 25% more for mail delivery (AA, March 14).

On March 22, the USPS board of governors is slated to review the rates proposed by the Postal Rate Commission and recommend an implementation date.

That date may be as early as April 3, rather than April 17, as mailers had originally anticipated.

The mailers have already complained vigorously against the earlier date.

Postmaster Frank backs the earlier date, sources said, because he feels the USPS needs the extra revenue.

Many mailers had campaigns planned for early April, believing they would be able to get in under the wire before new rates took effect.

Tim Mabee, VP-marketing for Neiman-Marcus Co., noted that sales of upscale catalogs declined in 1987 and said the higher postal rates will put more pressure on sales and profits.

Another third-class mailer, Lillian Vernon, will insert its catalog into the Sunday, March 27, edition of *The New York Times*, said David Hochberg, VP-public affairs for the catalog retailer. To increase profits, Lillian Vernon will also include higher-price merchandise in its catalog, he said.

In its letter to Mr. Frank, the TCMA noted: "There is every reason to expect that the increases we've been assigned are only the first of additional [perhaps even more severe] increases designed, in part, to achieve a social balance."

The TCMA intimated that the USPS is jacking up third-class rates because it's primarily advertising material and, because third-class volume has grown faster than other classes, the USPS is trying to avert an image of being an advertising deliverer.

A spokesman for the USPS said Mr. Frank will review the letter. ●

Highlights

NEWS

4 Celebrity potential
Consumer marketers are cashing in on many of the same celebrity endorsers as their rivals.

10 CBS fashions marketing plan
CBS-TV is planning a marketing program to pull more advertisers into network TV.

12 Connors nets contracts
Jimmy Connors, once the bad boy of professional tennis, is fielding endorsements from major advertisers.

26 Sales promos score
Sales-promotion campaigns start collecting 1987 "Reggie" awards.

28 Capitalists peek behind Iron Curtain
Western marketers are queuing up for a chance to sell their wares in the Soviet Union.

37 Kelly hopefuls on guard
The 25 semifinalists for the 1987 Kelly Award appear in a four-page portfolio.

59 One Lap revs up
The Cannonball One Lap, a whacky amateur auto race, is turning into a marketing bonanza.

66 Mutual funds slice spending
Mutual funds, still reeling from the aftereffects of the October 19 stock market dive, are tightening ad budgets in a reaction to slow sales.

68 There's more fun at 21
Last year, *Rolling Stone* made turning 20 fun and profitable. At 21, the party continues.

80 Life's not always a beach
Brown-Forman Co. plans to shake the sand from California Cooler's fun-in-the-sun ad campaign.

INTERNATIONAL

54 The rebel beer
Carlsberg beer, backed by an aggressive, status-conscious ad campaign in Manila, has broken the virtual monopoly of San Miguel, which for decades has been the local favorite.

AD REVIEW: Wrigley gum tries to be cool, fails. P. 86.

SPECIAL REPORT: Marketing to Affluents follows P. 44.

Departments

AdWhirl	79
Auto Motives	30
Brady	46
Brady's Bunch	80
Calendar	56
Christopher	48
Classifieds	75
Currents	50
Direct Marketing	56
Editorials	16
For the Record	81
Forum	18
Garfield	48
Letters	20
MediaWorks	64
People	73
PeopleWorks	72
Photo Review	62
Research Beat	32
Stock Report	82
The Next Trend	46
Trademarks	48

Vol. 59, No. 12—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the fourth week in September at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.00 a copy, $64 a year, $108 two years. Add $104 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 1-800-992-9970. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, O. 45402 (800 227-4908).

Pasta sauce rivals stirring

By JUDANN DAGNOLI and GARY LEVIN

Chesebrough-Pond's Ragu spaghetti sauce is returning a competitor's fire with new advertising and possibly line extensions.

The moves are in response to a direct attack from Campbell Soup Co.'s Prego, the No. 2 brand. Prego is for the first time naming Ragu as the "leading national competitor" in comparative ads (AA, March 14) via FCB/Leber Katz Partners, New York.

Ragu's new campaign will be ladled out next month, while speculation grows that Chesebrough may extend the Ragu name into other product categories.

Agency executives said last week that Chesebrough parent Unilever is lining up one of its core agencies to take on some major new assignment. That could include, they said, extensions of Ragu into new categories such as frozen entrees.

For now, sources contended, Unilever intends to leave the $20 million Ragu account at Waring & LaRosa, though it might move some smaller brands, such as Adolph's meat tenderizer or Pizza Quick instant pizza sauce.

Citing Unilever's intention to become a bigger force in food, they said the game plan is to assign a small brand to a core agency in preparation for bigger food assignments.

In addition to Ragu, Unilever is a factor in the food arena through the foods division of Lever Bros. and its Thomas J. Lipton Inc. subsidiary, which in turn owns Lawry's Foods.

Unilever's major agencies in the U.S. (sharing Chesebrough-Pond's and Lever Bros. business) are BBDO Worldwide, Lintas:New York, McCann-Erickson, Ogilvy & Mather and J. Walter Thompson USA. Lipton agencies are believed to be excluded from the search.

Chesebrough executives declined to comment about its parent's plans.

Ragu, whose long-running ad theme is "That's Italian," has held its own despite major inroads made by Prego since its 1980 introduction. Ragu's market share slipped to 53% from a high of 60%-plus, but Prego itself has dropped from almost 30% in 1986 to the low 20s last year.

"Two years ago we were very close [to toppling Ragu's leadership]," said Don Lowry, Prego marketing manager. But then Campbell made a marketing mistake.

"We shifted emphasis off the base brand to launch line extensions," Mr. Lowry said. "We took our eye off the ball." Campbell has since slimmed down the line, axing extensions such as Prego Al Fresco. ●

Mattel hopes for help from Barbie's friends

JUDITH GRAHAM

On the eve of her 30th birthday, Barbie, the world's most popular doll, has more than her share of grown-up responsibilities.

Mattel is counting on Barbie and her black and hispanic counterparts to help nurse the company back to financial health.

To boost sales to ethnic groups, Mattel is giving black Barbie dolls their own identities with names like Becky, Belinda, Christie and Steven. Teresa, the first hispanic doll with her own name, is entering the scene. There also will be Miko, a Eurasian doll.

Also, the dolls' expressions will change. The pouts on the black dolls are being replaced with wide grins, and smiles for hispanic dolls will follow soon.

Barbie has had ethnic friends for two decades. In the mid-1960s, after her first black friend, Christie, was introduced, several black dolls had their own names. But in the early 1970s, Mattel changed its strategy and decided to call all dolls Barbie. That name has stuck since, even though the ethnic dolls have darker skins and distinct ethnic features.

The changes in ethnic Barbies result from a study of consumer buying patterns. Mattel found black mothers choose white doll friends for their black Barbies, while white mothers rarely choose black or hispanic doll friends for their white Barbies.

The reason this happened, the study showed, was that the black and hispanic dolls didn't have their

(Continued on Page 84)